



*Your Chance to Buy Fall and Winter
Goods at Less than Wholesale Prices*



***Jake's \$25,000.00 Stock of Merchandise
for Fall and Winter will be sold for 10 Days
Only for Less than the Raw Material Cost***

IT IS IMPERATIVE THAT YOU PROVIDE YOURSELF WITH THE NECESSITIES FOR FALL AND WINTER, AND THIS SALE WILL SAVE YOU 33 1-3 TO 50 PER CENT. YOU WILL SURELY THANK JAKE FOR THESE LOW PRICES ON GOOD DEPENDABLE MERCHANDISE. BE HONEST WITH YOURSELF AND TAKE ADVANTAGE OF THIS GREAT OPPORTUNITY.

The Truth

Told by advertising and backed up by Genuine Bargains will bring people to my store for a radius of 50 to 100 miles or more. Remember, NOW IS THE ACCEPTED TIME. I will fight the merchandise battle of my life. No sale, no matter by what name—Fire, Water, Smoke, Bankruptcy backed up by the Sheriff, could not make the prices I will offer in this sale, beginning

***Wednesday, Oct. 26
Ending Saturday, Nov. 5th***

Come and see and be convinced of the wonderful values I am offering. \$25,000.00 worth of High Grade Merchandise to be sold LESS THAN THE PRESENT WHOLESALE PRICES. I have done my part, now it's up to you.

THE REPUTATION OF MY STORE IS SUFFICIENT EVIDENCE OF THE TRUTHFULNESS OF THIS ADVERTISEMENT. THIS IS NOT AN ORDINARY SALE — BUT AN EXTRAORDINARY EVENT WHERE CASH IS KING. CASH I MUST HAVE REGARDLESS OF COST OR PROFIT.



CUT OUT HIGH PRICES!!

Attend Jake's Mighty Money-Raising Sale and Buy Your Fall and Winter Needs at a Saving of 33 1-3 to 50 Per cent

BEWARE OF IMITATORS!

AS USUAL THERE ARE SO-CALLED LITTLE FICTITIOUS SIGNS CALLED SALES WHEN MY SALE IS IN PROGRESS. THEY COPY MY BILL AND TELL LOTS OF THINGS, BUT YOU KNOW THERE IS NOTHING TO IT. I ALWAYS LEAD AND OTHERS FOLLOW. 'NUF CED.'

WAIT FOR IT! SHARE IN IT!

THIS WILL BE THE GREATEST SLAUGHTER IN MODERN MERCHANDISING IN LAWRENCE AND WAYNE COUNTIES. I WILL CUT AND SLASH PRICES ON EVERY ARTICLE TO SUCH A LOW FIGURE THAT YOU WILL BE COMPELLED TO BUY WHETHER YOU ARE IN NEED OR NOT.

GET HERE! BE HERE!!

BUY YOUR FALL AND WINTER GOODS AT A SAVING OF 33 1-3 TO 50 PER CENT COME THE EARLY PART OF THE SALE AND GET BETTER SELECTIONS. YOU WILL FIND ALL GOODS MARKED IN PLAIN FIGURES AND YOU CAN WAIT ON YOURSELF.



Nothing but
BARGAINS

Hundreds of Items Not Mentioned

SPACE NOT BEING SUFFICIENT, BUT WHEN YOU COME YOU WILL FIND MORE GOODS AND MORE BARGAINS THAN I CAN DESCRIBE TO YOU. TELL YOUR NEIGHBORS. LET EVERYONE SHARE IN IT

J. ISRAISKY

LOOK FOR THE SIGNS BEARING MY NAME

Big Sandy News Print

BE SURE YOU ARE IN THE RIGHT PLACE